

# WHATEVER YOU WANT



## USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

## You'll Find It Here

## Notice to Advertisers on This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.



Let Uncle Sam Bring It To You

## ART SHOP

HENRY S. BEACH  
Importer and Jobber  
Mexican, Chinese, Japanese,  
Madera, Linens and Silk Embroid-  
eries, Laces, Drawnwork, Indian  
Goods, Souvenir Goods  
104 Pioneer Plaza, City National  
Bank Bldg.  
Illustrated Catalog

## A HOME

IS A GOOD INVESTMENT. WHEN  
YOU BUY, GET A GUARANTEED  
TITLE  
STEWART TITLE GUARANTY  
COMPANY  
CAPITAL \$200,000

## ASSAYING

GEO. W. CAMERON  
Assayer and Chemist  
Representative for shippers to the  
El Paso Smelter  
205 San Francisco St.  
P. O. Box 408

## AUTOS For Hire

7 Passenger Cars  
\$2.00 Per Hour  
AUTO LIVERY CO.  
116 San Antonio St.  
Phone 299-510

## AUTO ACCESSORIES

AUTO ACCESSORIES  
Distributors  
Klaxon Horns  
Columbia Storage Batteries  
Vedol Oils and Greases  
Kadantone Tires  
McQuay-Norris Leak-Proof Pistons  
Rings  
WESTERN MOTOR SUPPLY CO.  
215 San Francisco St.

## American Laundry

Try Our Service  
FAMILY WASH  
7c Per Pound.  
The only Laundry giving "B. & H."  
Green Trading Stamps.  
Phone 828.

## Auto Service

22 Cars in Service.  
21c per passenger not over 20 blocks  
\$1.25 PER HOUR.  
PHONE 1181.  
HENRY AGUIRRE, Mgr.

## AUTOMOBILE

LOCK YOUR FORD  
More cars are being stolen every  
day. We have the only positively  
thief proof steering wheel lock on the  
market. Locks the steering  
gear so car cannot be towed. Un-  
pickable! Unbreakable. Price \$6.00  
CHAS. A. BARKER, Factory Agent  
Automobile Specialties  
214 N. Kansas St., El Paso, Tex.  
Phone 1653.

## AUTO TOPS

Made to order in the finest and best  
equipped factory in the southwest.  
Automobile Tops, Seat Covers, Cur-  
tains, Floor Coverings, in fact  
everything you could possibly want  
for trimming your car.  
Special attention given to mail or-  
ders. Write us for prices.  
AUTO TRIMMING & SUPPLY CO.  
307 W. San Antonio St. Phone 1635

## AUTO STORAGE

Finest Storage Rooms in the City,  
former home of Long Star Motor Co.  
Dead storage, a wash a week, per  
month \$5.00.  
Storage, 2 wash a week and car  
delivered, per month \$5.00.  
Complete Repair Department, all  
experienced mechanics.  
JESSEN & REED,  
Cor. Chihuahua and W. San Antonio  
Phone 29-2

## AUDITORS

EL PASO AUDIT CO.  
W. H. Payne, Consulting Accountant  
AUDITS—SYSTEMS  
ESTATES SETTLED  
214 Mills Bldg. El Paso, Tex.  
Out-of-town Work given prompt at-  
tention.

## BORDER

NATIONAL BANK  
Capital ..... \$200,000  
Surplus ..... 25,000  
4% on Savings  
Corner Texas and Stanton

## BARBER SHOP

SHAVE ..... 15c  
HAIR CUT ..... 35c  
Toilet Shaving Parlors  
No. 1—108 N. Stanton St.  
No. 2—210 N. Oregon St.  
No. 3—201 Martin Bldg.  
Same old place. Same good service

## BRICK

DON'T PASS UP  
Pass-Tex Brick  
The Best Brick Manufactured in  
El Paso  
EL PASO BRICK CO.

## EL PASO'S

Complete course of Gregg Short-  
hand by mail, \$18.00  
Box 1114  
El Paso, Texas

## BAGGAGE

FOR BAGGAGE—BUSINESS and  
PLEASURE—CALL  
THREE-500  
CITY SERVICE CO.  
J. W. KIRKPATRICK, President  
H. D. CAMP, Manager

## The Brunswick

The ONE Phonograph which plays  
ALL records at their best. It is a  
triumph in acoustics.  
\$22.50 to \$25.00.  
TERMS IF DESIRED  
"Walk a Block and Save a Dollar"  
207 S. Stanton. Phone 2902.

## Call Us by Phone 1367

HATS CLEANED AND BLOCKED  
All Work Guaranteed.  
Work Called for and Delivered.  
Suits Cleaned and Pressed, \$1.  
City Dye Works  
204 N. Stanton. El Paso, Texas.

## CIGAR STORE

We know that you know our lines  
are the best.  
We have never failed regardless of  
cost.  
Cigars, Cigarettes, Tobacco  
PRIMM'S  
6—Quality Stores—6

## CORN PRODUCTS

Ask your grocer for  
GLOBE MILLS  
White and Yellow Corn  
Meal

## DAIRY

ONE QUART OF MILK EQUALS  
4 EGGS.  
Milk contains all the ingredients  
for nourishment in just the right  
proportion for a well-balanced ra-  
tion. For your health's sake, drink  
rich, pure Milk and Cream from  
this Dairy.  
AMERICAN DAIRY  
Phone 402

## Drug Store

We are famous for our fountain—  
"Where quality reigns supreme."  
Prescriptions carefully and accu-  
rately filled. Free delivery to any  
part of the city.  
UNION DRUG CO.  
Trust Bldg.  
Cor. Stanton and San Antonio Sts.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

## \$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash

Second Prize, \$2 Cash

Three Prizes of \$1 Each

READ

RULES OF CONTEST

READ

In the 78 ads. published below are certain misspelled words. Find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertisement in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office by 8 p. m. next Wednesday. Winners will be selected by the nearest correct, or the nearest correct answer. In case of a tie the prize will be divided. Next Saturday winners will be announced and the awards mailed.

DIRECTORY WINNERS FOR LAST WEEK WERE: First prize, \$5, to Mrs. Wm. Carney, 111 S. Florence St., El Paso, Tex.; second prize, \$2, to Mrs. J. C. Thorne, Lowell, Ariz.; three prizes of \$1 each to Ernest Doyle, Highrolls, N. M.; Mrs. Agnes Stone, 401 High St., El Paso, Tex.; John T. Wolf, Q. M. C., Fort Bliss, El Paso, Tex.

## Distilled Water

You owe it to your own health and that of your family to drink Pure Distilled Water during the hot summer months. Order some today. Cold, Pure and Sparkling—Free from alkali and all impurities.  
EL PASO DISTILLED WATER CO.  
PHONE 460

## DRY CLEANING

Wright  
CLEANER  
Clothes Cleaned, Pressed Right  
32—PHONES—2109

## Diamonds

Birth Stones  
An Ideal Birthday Gift.  
THE JEWEL SHOP  
Ruby Herald Bldg.

## 25 Cents

WHY PAY MORE?  
Trunks, hauled—openers or  
downstairs 25c  
We pack, ship and store goods.  
We give "B. & H." Green Trading  
Stamps.  
Herman Transfer & Storage Co.  
Phone 820 608 Texas St.

## Electrical Supplies

When you need new electrical fir-  
tures, Soda Fountain, Cash Regis-  
ters, etc., be sure that competent work-  
men do it. We carry one of the  
most complete stocks of fixtures in the  
Southwest.  
"It's Electrical, We Have It"  
NATIONAL TELEGRAPHIC &  
SUPPLY CO.  
W. B. GARDON, Pres. & Mgr.  
217 Mills St.

## FURNITURE

All Kinds of Refrigerators ex-  
changed for all kinds of Stoves  
WESTERN  
FURNITURE CO.  
Phone 1482

## FLORIST

BERTHA C. THORNHILL  
Plants, Choice Cut Flowers for  
Banquets, etc.  
Special Designs for Funerals  
PROMPT DELIVERY  
Store Phone 2174, Box Phone 3222-3  
214 Texas St.

## FURNITURE

PACKING  
Expert Packing of  
FURNITURE, CUT GLAS AND  
CHINA  
G. D. HOUSER UPHOLSTERING CO.  
700 Texas Phone 4110

## F. & F. Commission Co.

412 Myrtle Avenue.  
Drug Store and Confectionery. Fix-  
tures, Soda Fountain, Cash Regis-  
ters, Drugs, Chemicals and Drug-  
gists' Sundries.  
WRITE US FOR PRICES AND  
TERMS.

## THE

"FIVE POINTS"  
DRUG STORE  
When you have a  
curry need—We de-  
liver it with speed!  
Just Phone 2277.  
Prescription  
Specialties.  
The Ideal Pharmacy  
at FIVE POINTS.

## GARAGE

Store your car with us for \$2.00 per  
month satisfaction guaranteed. Our ad-  
vantage, Joe Curry, is one of the best in  
El Paso. Our charges for repair work  
are the lowest in the city. Our big new  
garage is open day and night. You  
will get perfect service if you leave  
your car here.  
RICHARDSON'S GARAGE  
Corner Second and Kansas. Phone 2240

## HAY, Grain

And Feed  
Walter S. Clayton  
OCHOA AND FIRST STS.  
PHONE 284

## Hardware

Satisfaction  
KRACK JACK  
SINCE 1896  
Phone 1040  
KRACKAUER, ZORIC & MOWERS, S. L.

## HEMSTITCHING

ACCORDION PLAITING  
Special Attention to Mail Orders  
Returns postage only—Send for  
price list.  
DESIGNING—REMODELING—  
ALTERATIONS  
MISS B. CORUM, Modist.  
22-24 Buckler Bldg. El Paso, Tex.

## HUPMOBILES

REPAIRED  
We know every detail of your HUP  
We can repair your HUP—or any  
car—if it can be repaired.  
Bring it to us.  
TOLTEK GARAGE  
132 N. Florence. Phone 5458

## H. WELSCH CO.

Automobile Running Board  
Canteens and Refrigerators  
Sheet Metal Manufacturers and  
Jobbers.  
NIAGARA FURNACES  
2408 Block, Texas St. Phone 686

## HAPPINESS

Contentment depends on the way our  
homes are furnished. Why not make  
yours bright and attractive with  
handmade new furniture? It will  
pay big dividends in happiness and  
comfort. We have everything needed  
to furnish the home complete, at  
prices lower than you find else-  
where. Yes, indeed, your credit is  
good.  
FOUTZ-MOORE FURNITURE CO.  
113 N. Stanton St. Phone 673

## Hotel Oregon

215 1/2 S. Oregon St. Phone 4010  
ONE BLOCK FROM POSTOFFICE  
Clean, Cool and Comfortable. Sum-  
mer rates now on. All new furni-  
ture and linens. Hot and cold water  
in every room, plenty of baths. A  
place for those who are particular.  
No Trouble to Answer Questions.

## ICE!

We can't sell all the ice—so we sell  
only the good kind. Buy a coupon  
Book and save money.  
Rio Grande Ice & Fuel Co.  
PHONE 2250

## IDEAL Bookstore

Spanish and Spanish-English Books.  
Learn to speak Spanish.  
School Books and Supplies.  
Artists' Materials.  
306 S. El Paso St. Phone 2744

## INSURANCE

Multiple Protection Policies  
PACIFIC MUTUAL  
LIFE INSURANCE CO.  
H. W. SCHROEDER, District Agent  
405 Mills Bldg.

## Is Your Home

Insured?  
The hot flames know friends and  
you may be the next. Our prices  
are the same, but our services are  
different.  
RAMEY & PORTER  
Successors to  
RAMEY BROS.  
201 Caples Bldg. Phone 613

## KODAK FINISHING

OF QUALITY  
The fact that we have the largest  
and best equipped kodak finishing  
plant in El Paso, assures you  
THE BEST WORK—AT HIGHEST  
SERVICE—MODERATE PRICES  
Also kodaks, films, cutters  
and pens.  
Open until 10:30 p. m., including  
Sundays  
J. F. Gandara Photo Supply Co.  
108 E. San Antonio St.

## LUNCH

THE WHITE STAR  
LUNCH  
At 213 S. El Paso St. is now open.  
NO WAITING NO TIPPING  
Popular Prices. Try It.

## LYONS TRANSFER

AND STORAGE CO.  
312 South Ochoa Phone 430  
BAGGAGE AND LIGHT Deliveries  
Up-Town office 117 East Main  
Phone 1255.

## PACKING AND SHIPPING

At the least possible cost. We pay no rents,  
consequently can save you money  
on storage. Leave your baggage  
checks and bills of lading with us.  
Our Slogan, "Flat Rate" on  
Moving and Storage

## Military

Alterations  
Price Reasonable.  
Prompt Service.  
MOREHEAD'S BUSY LITTLE  
TAILOR SHOP  
403 N. Oregon St. Phone 51.

## MRS. MOSS

BEAUTY PARLOR  
401 Reynolds Building.  
SPECIALTIES—Marcel Wave, Water  
Wave, French Henna Pack, Facial  
Massage.  
Scalp Treatment, Hair Dressing,  
Hair Goods, Combing made up.

## MONEY LOANED

ON LIBERTY BONDS  
Also bought, sold, exchanged  
SECURITY LOAN CO.  
Cor. San Antonio and S. El Paso Sts.  
Phone 2754.

## MRS. LOCKE

Successor to "Miller Made Co."  
205 East Missouri  
Makers of  
House Dresses, Aprons, Street  
Dresses, Evening Gowns, in fact  
yours for Pretty Things women love  
to wear.  
We will carry out any design  
you may care to send us.  
Write for Catalog.

## NONE NICER

CREAMERY PRODUCTS  
Try a pound of our Sanitary Butter,  
the best ever made in El Paso. Fresh  
from the churn, 55 cents a pound.  
Fresh yard eggs, cottage cheese,  
fresh milk, buttermilk and cream  
and dairy products.  
SANITARY BUTTER STORE,  
402 E. San Antonio St.

## OPTICIAN

You can find the misspelled words  
easier if you get a pair of "Regal"  
fitted glasses.  
Need Glasses?  
Ask Segall  
El Paso Optical Co.  
104 Texas, between Texas and  
Oregon Sts.

## Paul P. Hammett

REAL ESTATE BROKER  
See us for Investments, Income  
Property and Best Business  
Locations.  
Office 204 1/2 Texas St.  
HAMMETT BLOCK

## Photographs

OF MERIT  
Are the kind we make  
Buy a home and decorate it with  
pictures made at  
ALEXANDER'S  
STUDIO  
100 So. El Paso St.

## PANAMA AND

STRAW  
HATS  
Cleaned and Blocked.  
Our Patent Hat Service is Prompt  
and Satisfactory.  
EL PASO LAUNDRY  
Up-town Office 207 Mills St.

## PIANOS

Player and Electric Pianos and  
Talking Machines Sold on Easy  
Monthly Payments.  
JENKINS PIANO CO.  
The Big Piano Store.  
211-213 Texas Phone 2350

## Piano Case Refinishing

BY FACTORY EXPERT  
We are pleased to announce that we  
are now in position to take in a  
limited amount of outside Piano  
Case Refinishing, other than our  
own Pianos. We guarantee to turn  
out your Piano as good as when it  
came from the factory. The very  
finest Piano cases like Steinway—  
Eminent—and Fischer are our specialty.  
EL PASO PIANO CO.  
215 Texas St. Phone 64.

## PLUMBING

Why of course  
McCHESNEY DOES IT.  
Better think of saving your next  
Season's Coal Bill.  
McChesney's Fire Place Hot Water  
Heater will turn the trick for you.  
PHONE 2253

## RECHARGING

OF GAS TANKS  
Will Continue Business as Formerly.  
We recharge and exchange all stand-  
ard Gas Tanks for lighting automob-  
iles, auto trucks and motorcycles,  
and for Oxy-Acetylene Welding.  
HALF PRICE  
Buy at the Factory  
EL PASO HEADLIGHT GAS CO.  
1319 East Missouri. Phone 191

## Send Us

Your Laundry by  
Parcel Post. We pay  
the return postage.  
We sew on buttons  
and darn box FUDGE  
ELITE LAUNDRY  
CO. Home of  
SPICK AND SPAN  
Telephone 2117

## SLAUGHTER

ELECTRIC & MACHINE CO  
Motor Rewinding  
Repair Work  
Phone 353 300 San Francisco

## SEEDS

AND POULTRY SUPPLIES  
Manufacturers of PERFECTION  
Brand Poultry Foods.  
W. D. Wise Seed Co.  
Retail Store, 104 N. Stanton.

## Shelton-Payne Arms

Co.  
317 Texas Street  
Headquarters for  
SPORTING GOODS.  
Women's Bathing Suits Our  
Specialty.

## Sollie-Peters

Do you know who they are, what  
they sell and where they are lo-  
cated? That's the name of the big  
new furniture store recently opened  
at 204 Mills street, with an immense  
big stock of new goods that are be-  
ing sold at bargain prices, just to  
get acquainted with the fact.  
"Your Credit Is Good"

## TAILORING

Order your summer clothes now. All  
Newest Fabrics, Mohairs, Crashes,  
Lurens, Palm Beach and Tropical  
Weirds. Prices reasonable. Don't  
overlook those unsold for suits and  
pants at great saving.  
RICHARD W. PEARSON  
110 Texas Street.

## The Thomas School

516 Mesa Ave.  
Students prepared for Civil Service,  
For Military, for College Entrance,  
and for Teachers' Examinations.  
Virginia Thomas Penner,  
Principal.

## RELIEVE THAT

ACHING FOOT  
WITH A WEAVER  
The only foot ap-  
pliance adjustable  
to any foot. Let  
our trained expert  
show you.  
PICKEL  
BROS.  
402 N. Oregon  
Street.

## TRUNKS

TRAVELING BAGS, SUIT  
CASES AND SMALL LEATHER  
GOODS  
Made, Repaired and Exchanged  
El Paso Trunk Factory  
NEXT TO CRAWFORD THEATER

## Typewriters

Sold, Bought, Rented, Repaired.  
Office Supplies. Rubber Stamps.  
TYPEWRITER & OFFICE SUPPLY  
COMPANY  
Agents for Royal, Oliver and  
Corona Typewriters.  
Phone 322.  
216 Mills St. El Paso, Tex.

## VULCANIZING

Now is the time to save money on  
tires. Let us re-tread your old  
casings and repair your blow-outs.  
A good piece of re-tread work will  
give as much service as a new tire.  
All re-tread and section work fully  
guaranteed. Out-of-town work so-  
lited.  
SCOTT VULCANIZING CO.  
323 Texas St. Phone 1822.

## When Going Away

Be sure your goods, including your  
automobile, are stored in a fireproof  
warehouse.  
Western Trsf. & Stg. Co.  
E. H. YALE, Mgr.  
Phones 73 & 74. 1125 Texas St.

## WATCHES

We sell the famous Waltham Khaki  
Wrist Watch with "no fear" strap  
and non-explosive, unbreakable  
crystal. Built especially for the mil-  
itary.  
Price, \$21.00.  
THE JEWEL SHOP.  
Herald Bldg. Mail Orders.

## WELDING

THE EXPERT KIND  
Scored cylinder made new by the  
Alloy Process. No re-grinding to  
over size.  
BROWN WELDING CO.  
300 TEXAS ST.  
Axle and frame straightened with-  
out removing from car. Wheel  
rimmed up right-right away. Mexi-  
co-Perching Expedition Welding.

## 2711-2712

PHONES  
300 Mills St.  
CRAWFORD AUTO STAND  
2 Passenger Cars, \$1.50 per day.  
7 Passenger Cars, \$2.00 per day.